

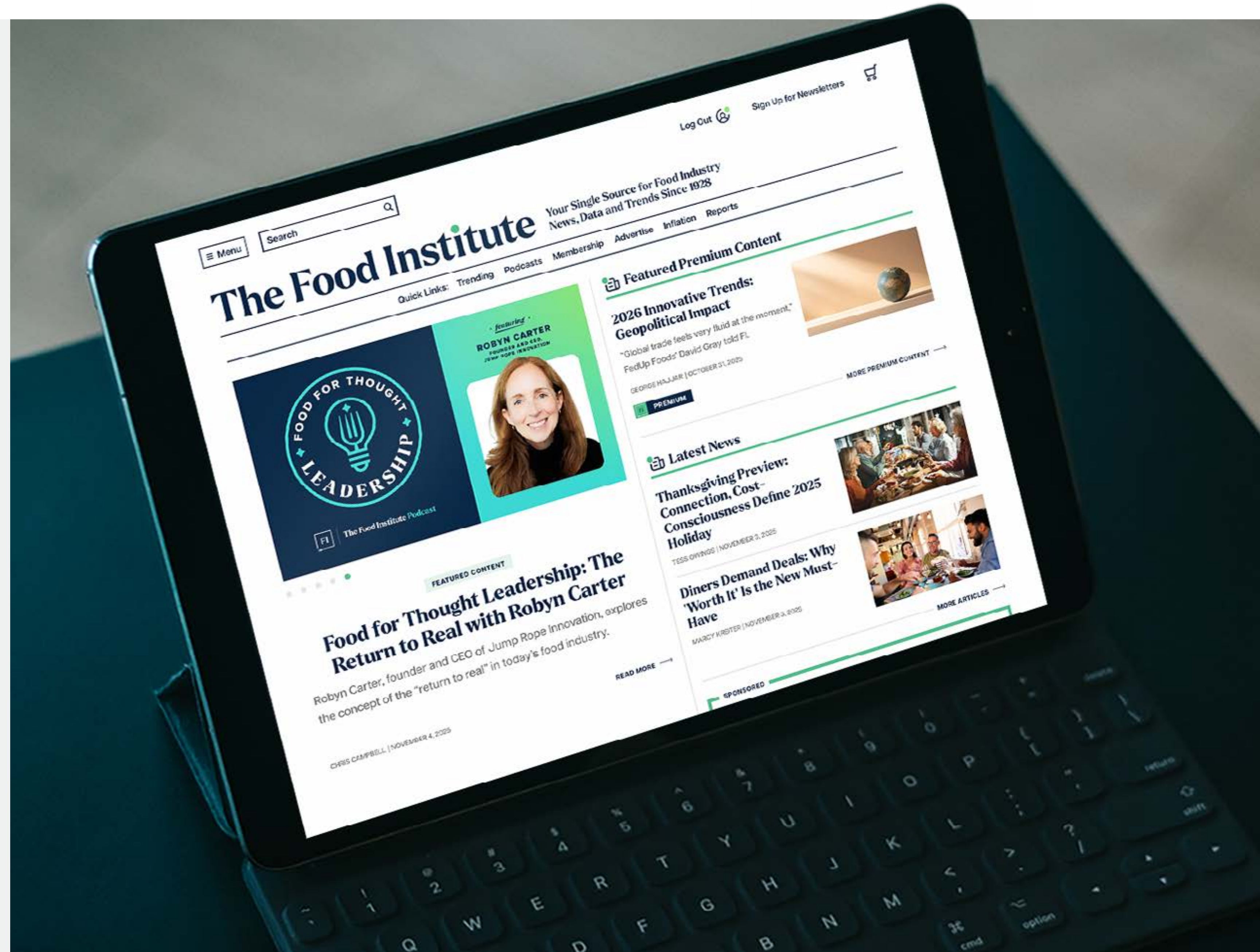
A close-up photograph of a gourmet dish. The dish features several pieces of salmon, some of which are topped with a white sauce. There are also dumplings, possibly gyoza, and fresh green herbs like basil and microgreens scattered throughout. The background is a dark, textured surface, possibly a table or a backdrop, with some faint, dark patterns.

The Food Institute 2026 Media Kit

Your Gateway into
the Food Industry

About

The Food Institute is a multimedia company providing insights-driven content for key decisionmakers in the food and beverage industry. With a farm-to-fork reach since 1928, The Food Institute delivers business news, data and trends for its global readership. Through its daily newsletters, articles, research reports, podcasts, webinars, videos and other digital content, members receive insights quick enough to respond to real-time issues and opportunities in the marketplace.



Audience

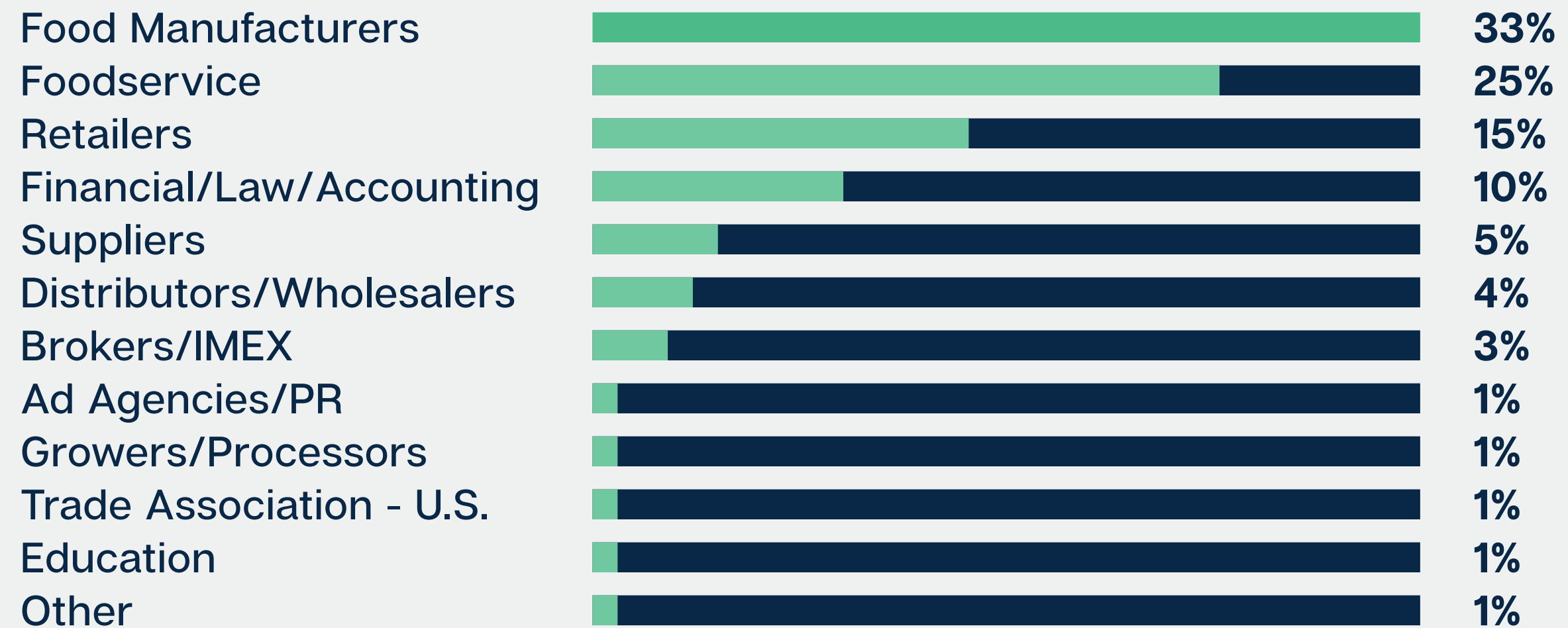


Our impact
soars with
a reach of
75,000+



**74% of Subscribers are
Key Decision-Makers**

DEMOGRAPHICS



29%
CEO/President

17%
Vice-President

28%
Director/Manager

SOCIAL MEDIA STATISTICS

FOLLOWERS
33,240+

FOLLOWERS
5,300+

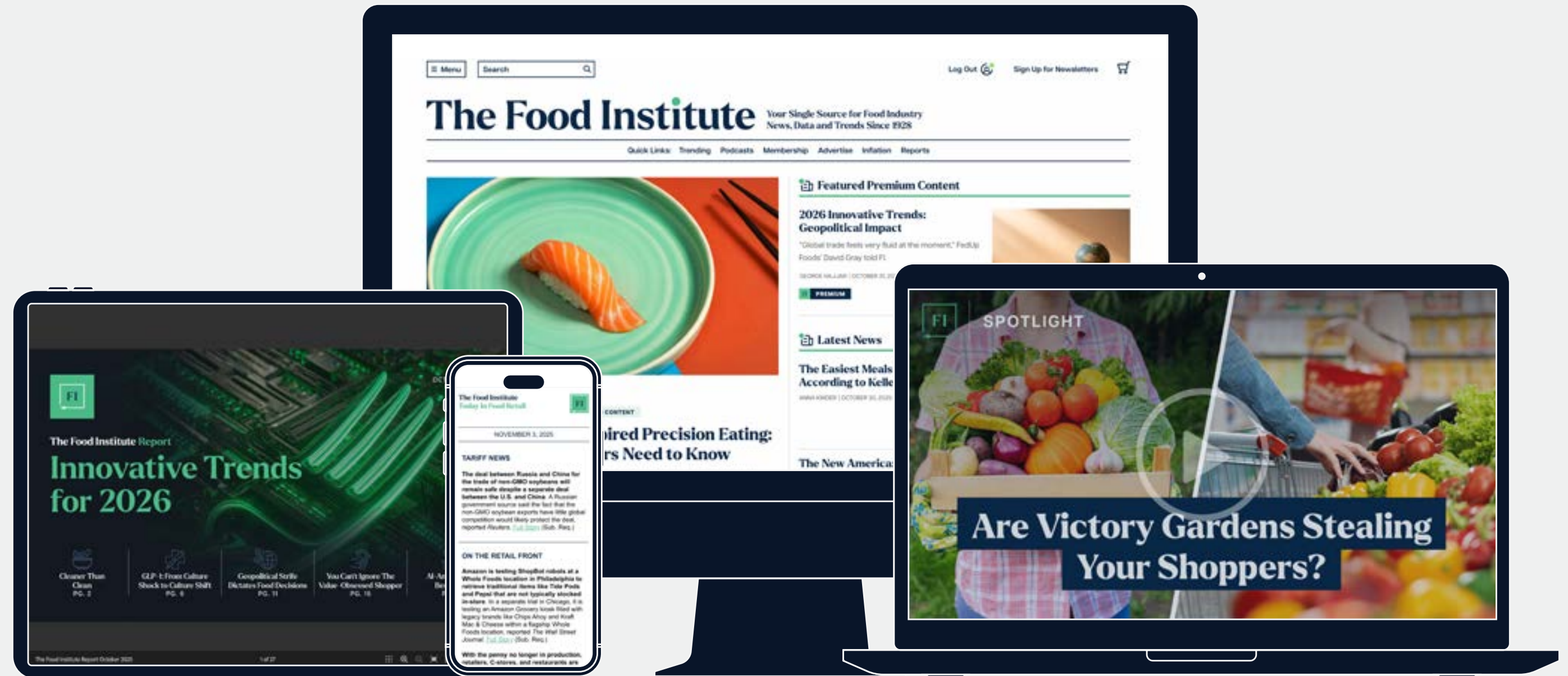
FOLLOWERS
2,600+

FOLLOWERS
300+

SUBSCRIBERS
2,000+

Membership

A Food Institute membership provides exclusive access to essential information about the food industry, including new products, market trends, legislation, and more. It's your one-stop source for timely insights, saving you time and money. Plus, you'll connect with thousands of decision-makers.



Unlock member benefits.

Click below to view our membership tiers.



The Food Institute Report

Monthly reports highlighting the most important industry news and trends



Online Portal

Research library on your desktop available anytime



Today In Food

E-newsletter delivered to your inbox daily

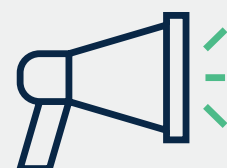


Events and Reports

Monthly and annual webinars, seminars and industry reports

Sponsorship Opportunities

The Food Institute offers four annual levels of sponsorship that allow your business to develop professional contacts, showcase your products and services, and take advantage of an array of promotional opportunities. Choose the level that is right for you.



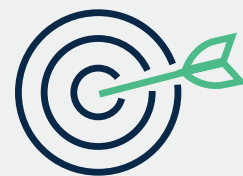
Unlock your brands potential.
Explore sponsorship opportunities today.

Sponsorships	Bronze \$10,000	Silver \$20,000	Gold \$30,000	Platinum \$40,000
Webinar	1	2	2	4
Podcast (Audio)	1	1	2	2
Written Article / Sponsored Content	1	2	3	4
Number of Ads in Rotation on FI Platforms for One Year	6	12	24	36
Number of Webinars as Participant		1	2	3
Digital Video Sponsorship		1	2	3
Logo in Food Institute Report (2x)			●	●
Food Institute Report Guest Column (2x)			●	●
Full Page Ad in Food Institute Report (2x)			●	●

Title sponsorships are available for strategic partners interested in premium exposure and meaningful industry engagement. Reach out to partnerships@foodinstitute.com for more details.

Advertising Opportunities

Allow The Food Institute to showcase your products and services by taking advantage of an array of promotional opportunities.



Target a diverse and engaged audience.
Amplify your impact with our various

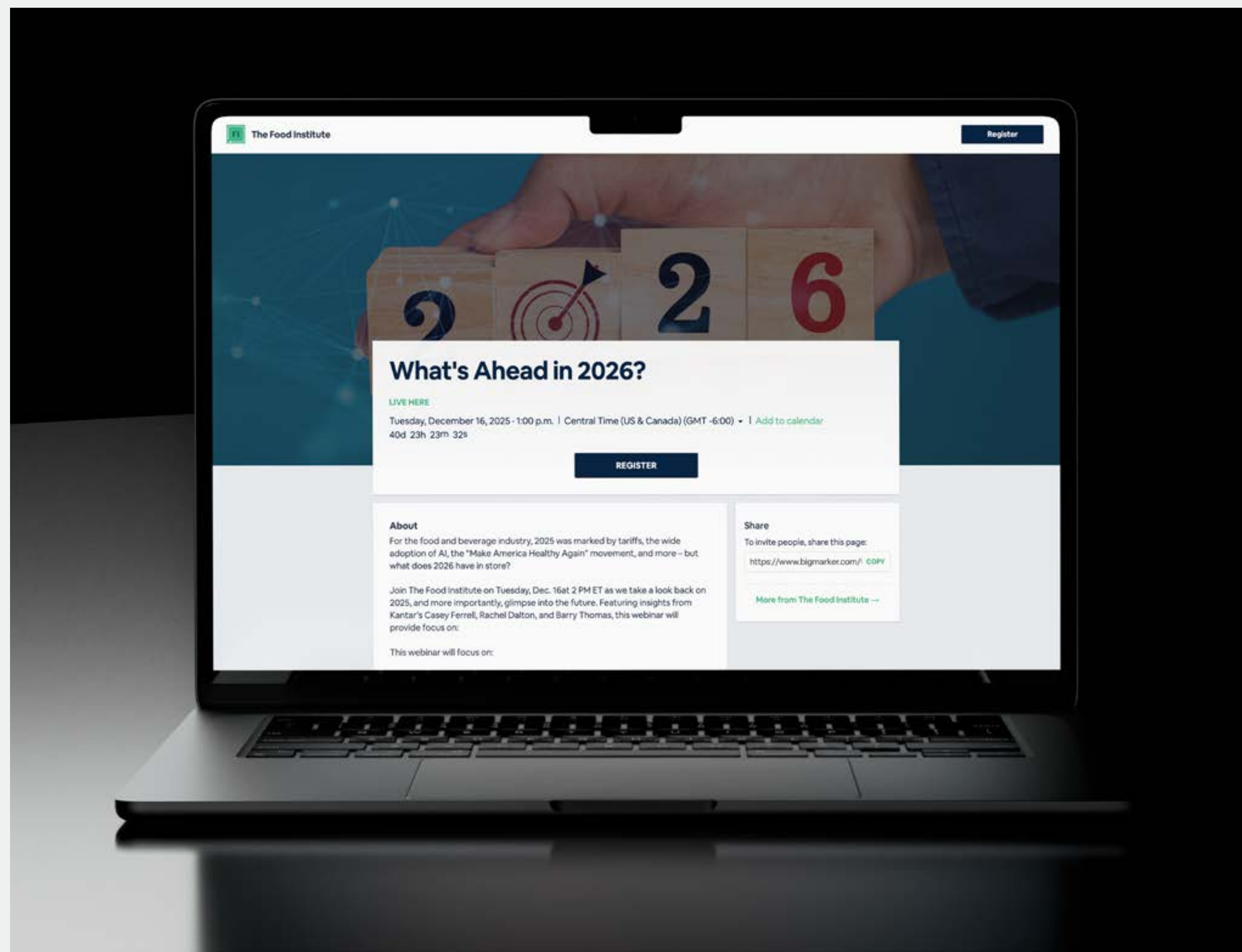
Advertisement	Price
Sponsored Article	\$275/day
Press Release	\$300/day
Webinar	\$7,500
Audio Podcast	\$3,000/episode
Digital Video Sponsorship	\$5,000/video
E-Blast to FI's Readership	\$2,000/per send
FI Lead Report Sponsorship	\$10,000 (one issue)

Webinars

Sponsoring a webinar with The Food Institute makes it easy to expand the reach of your brand, broadcasting to an audience that is interested and attentive. Our members and followers represent a cross section of the food industry, one that you won't find anywhere else. Our reach is to over 75,000 food industry executives!



Expand the reach of your brand.
Sponsor a webinar today.



Podcasts



The Food Institute Podcast

Since 2020, we've been the voice of the food and beverage industry, featuring expert interviews and bold insights on the biggest trends from farm to fork.



Food for Thought Leadership

Join Chris Campbell and Rebecca Fryer for candid, one-on-one video interviews with top industry leaders sharing strategies to elevate your career and business.



The Food Institute Fast Break

Get the food industry's top stories in just 3 minutes with Kelly Beaton—your quick hit of the latest news shaping your business.

Join the conversation.

Sponsorship, placement, and advertising option are all available.



FI Video

The Food Institute produces a variety of video content, ranging from social media shorts to feature-length segments on the hottest topics impacting the food industry.

FI Spotlight

In-depth interviews and investigations with food industry leaders on current industry trends and data that impact food businesses.

FI Studios

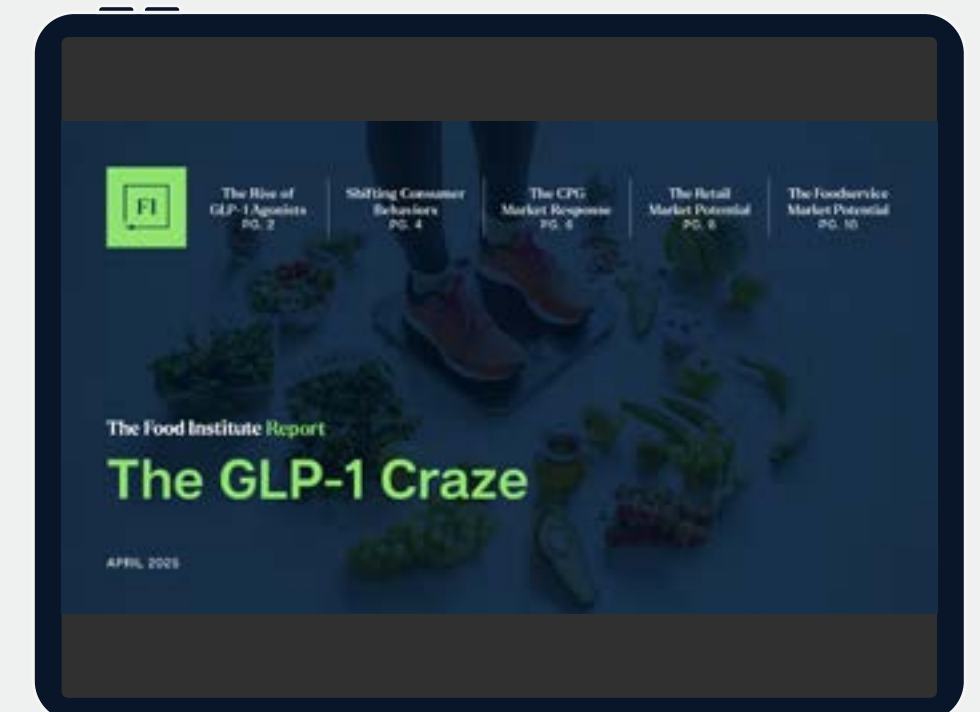
Full-length feature interviews with VIP guests on a wide range of food and beverage industry subjects.

Don't just follow the conversation, lead it!

Sponsorships and guest interview opportunities available.

The Food Institute Report

The Food Institute Report is widely known as the most reputable, unbiased report available to the food and food-related industries. For more than 90 years, the report has provided executives like you actionable information and analysis on the entire industry, from farm to fork.



A wealth of news and information.

Contact us to discuss your next sponsored article or ad placement.

Event Livestream Production

The Food Institute's livestreaming service is your go-to solution for providing brand activation livestreaming coverage at food shows and exhibitions. We understand the importance of bringing your event to a global audience, and our digital video team is here to make it happen seamlessly.



Activate your brand through interactive livestreaming.
Need event coverage? Get in touch.

Press Release Services

Amplify your brand's visibility with our press release services. Make a lasting impact in the food industry with strategic communication that is designed to showcase your company's news with maximum exposure or host your existing press release for *The Food Institute* readership to discover.



Amplify your brand's visibility.

Have a press release you'd like to distribute? Contact us today.

Speaker Engagements

Bring *The Food Institute's* expertise to your next event. Our team of industry analysts and thought leaders can deliver impactful presentations on key topics such as economics, megatrends, sector highlights, and more. Additionally, Food Institute experts are also available to moderate panel discussions, ensuring engaging conversations and valuable takeaways for your audience.



Serve up success with insights that feed innovation.
Book your dynamic food industry speaker today.

Ad Specs/Pricing

Placement	Pricing	Industry Average	Notes
Written Article / Sponsored Content	\$275/day	\$1,200 per week	Based on 14,500k web impressions and 14k newsletter impressions for the newsletter
Press Release	\$300/day	\$300-\$600	This could involve highlighting the press release on your homepage or a dedicated news section, potentially with social media promotion.
Webinar	\$7,500		(Lead Gen + Branding)
Audio Podcast	\$3,000/episode	\$1,500 - \$5,000 per episode	Branding
Digital Video Sponsorship	\$5,000/video		
E-Blast to FI's Readership	\$2,000/per send	\$1,200 - \$3,000 per email	Branding
FI Lead Report Sponsorship	\$10,000 (one issue)		FI to have full editorial control

Banner Ad Placement & Specifications

Placement	Pricing	Desktop	Mobile
Frontpage Hero Ad (Most visible, high-traffic placement, growing web traffic)	\$300/day · \$900/week · \$2,500/month	3033 x 375	300 x 250
Frontpage Top Left Ad	\$250/day · \$750/week · \$2,000/month	580 x 190	300 x 250
Frontpage Top Right Ad	\$250/day · \$750/week · \$2,000/month	580 x 190	300 x 250
Frontpage Bottom Left Ad	\$175/day · \$525/week · \$1,200/month	1200 x 600	N/A
Frontpage Top Left Ad	\$175/day · \$525/week · \$1,200/month	50-75 words	N/A
Newsletter Banner Ad	\$299/day	1200x600	N/A
Web Focus Banner Ad	\$199/day	900x180	300x350

Placement Examples

Newsletter Ad



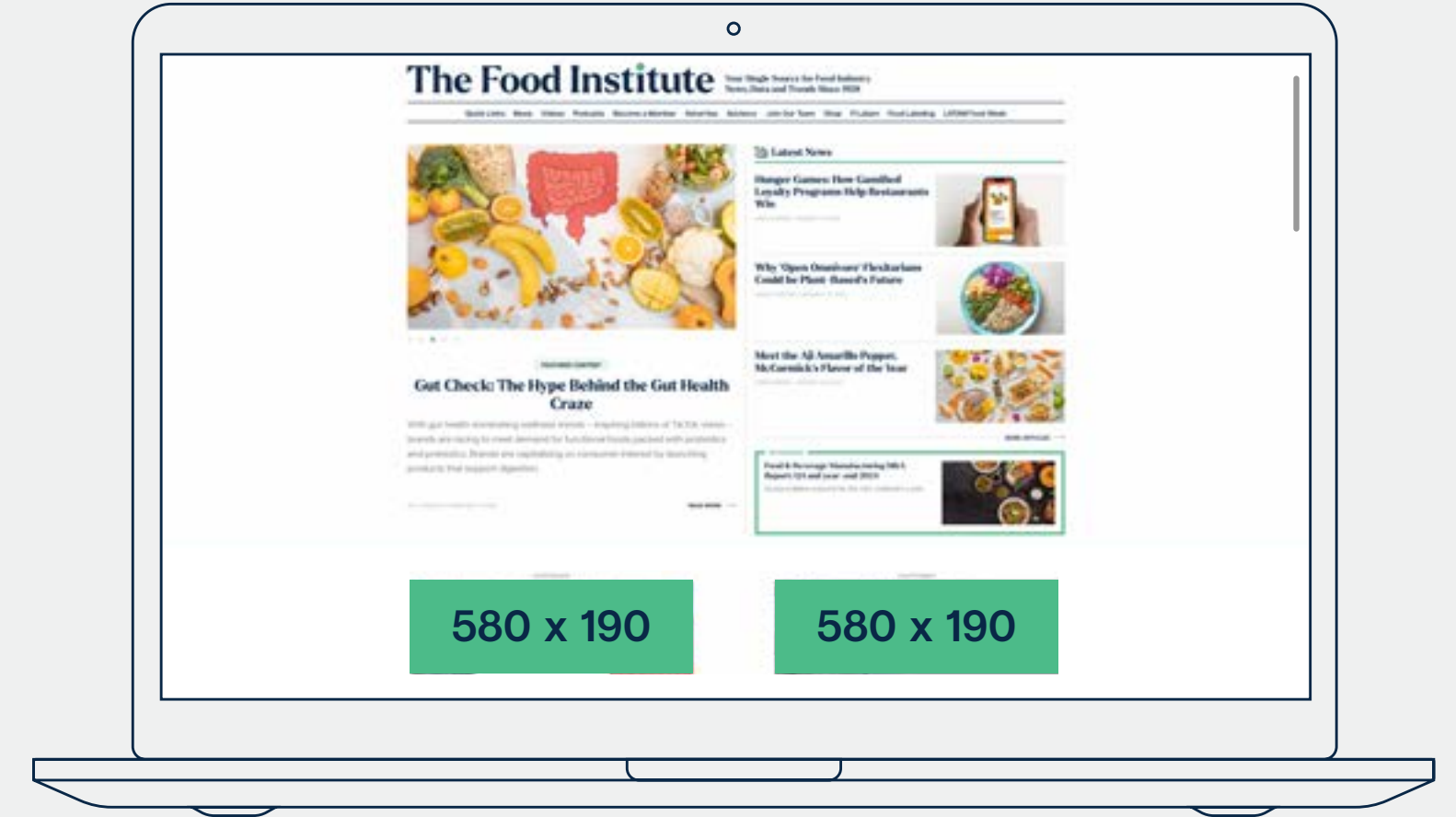
Newsletter Text Ad



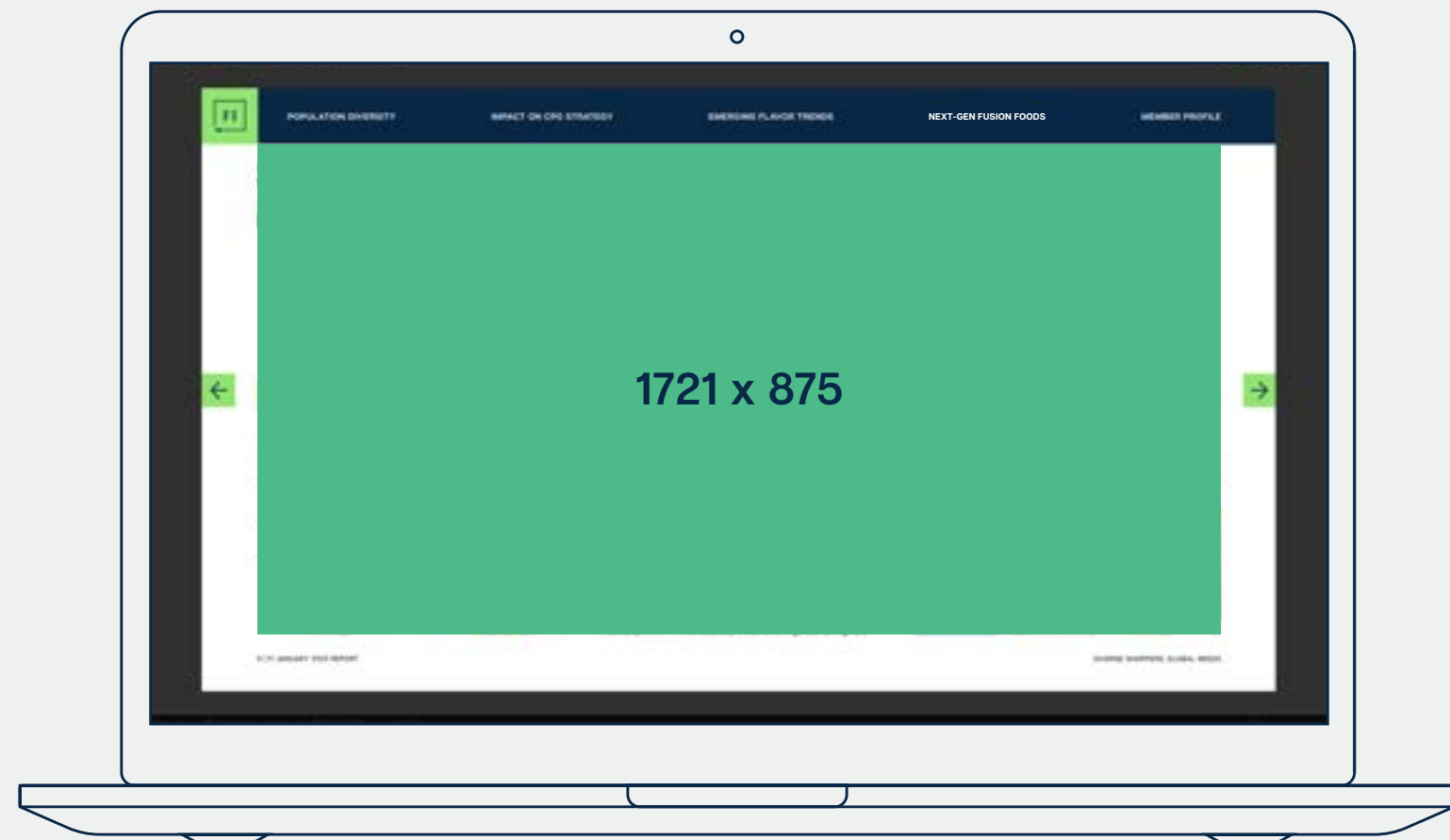
Homepage Hero Ad (full-width)



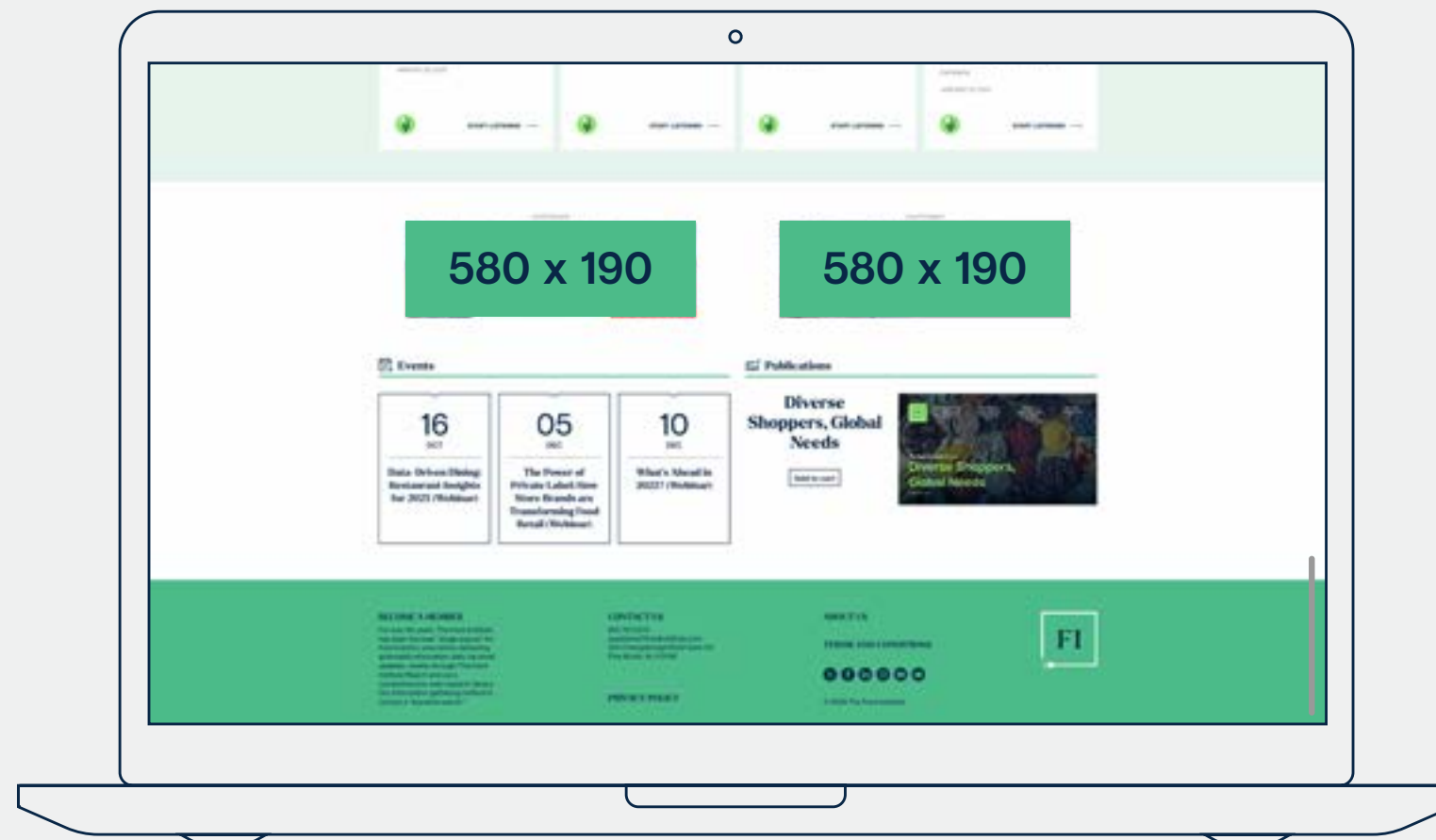
Homepage Top Left and Right Ads



FI Report Ad



Homepage Bottom Left and Right Ads



Focus Article Ad

